

# CHIHIRO SATO

## Senior Art Director/Creative

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I'm Senior Creative, specialising in concepting, art direction and creative direction. I have strong research skills along with a keen eye for cultural trends. I'm able to adapt quickly to a creative zeitgeist while also managing time constraints. My strong assets are the cultural agility and the ability to fit seamlessly into dynamic and fast paced working environments.

## EDUCATION

### RIKKYO UNIVERSITY

BA

2011 - 2016

### VANTAN DESIGN INSTITUTE

Graphic design; advanced

2021 - 2022

## EXPERIENCE

### SENIOR CREATIVE/ART DIRECTOR

Accenture Song

Apr 2023 - Present

Clients: Lidl and Plusnet.

Mediums: TVC, social (film & statics), OOH and activations.

### SENIOR ART DIRECTOR

Anomaly

Sep 2022 - Feb 2023

Clients: RIMOWA, Bulgari, Google and DIAGEO.

Mediums: OOH, branding, TVC and activations.

### FREELANCE SENIOR CREATIVE

Uncommon Creative Studio

Jun 2022 - Jul 2022

Client: Ueshima Coffee

Medium: Activation

### SENIOR CREATIVE

R/GA

Oct 2021 - Sep 2022

Clients: Nike, DIAGEO, YAMAHA, SUNTORY, Google, etc.

Mediums: OOH, apps, digital, social and events.

### CREATIVE

TBWA/MediaArtsLab

Apr 2019 - Oct 2021

Clients: Apple, Caravan, etc.

Mediums: TVC, social (film & statics), OOH and digital.

### CREATIVE

AKQA

Apr 2018 - Mar 2019

Clients: Nike, Evian, Mini, Amex, Westbank. LION, etc.

Mediums: OOH, apps, experiential events, digital and social.

### CREATIVE/EDITOR

HYPEBEAST

Jul 2017 - Mar 2018

Mediums: Web magazine and social (film and stills).

Key roles: Content creation, interviewing, shoot direction and social media handling.

### CREATIVE PRODUCER

HAKUHODO

Apr 2016 - Jul 2017

Clients: Square Enix, Mochida Healthcare, etc.

Mediums: OOH, TVC, events and branding.